

<b>MICHIGAN AFFORDABLE HOUSING COMMUNITY FIVE YEAR ACTION PLAN</b>	
WORKGROUP NAME:	Public Awareness
DATE:	09/22/2005

<b>WORKGROUP STRATEGIC ISSUES:</b>
<ul style="list-style-type: none"> <li>• Understand and define what is affordable housing</li> <li>• Identify target groups</li> <li>• Develop messages and communication vehicles</li> <li>• Plan on ways to reach targeted populations consistently</li> <li>• Develop and cultivate elected officials and media champions</li> <li>• Adjust messages to address changing needs, emerging topics and concerns from other workgroups</li> </ul>